

# **ATTACHMENT A**

# **Plaintiffs' Exhibit 68**

Agency: Weber Shandwick

Client: Centers for Medicare & Medicaid Services (CMS)

Client Code/Product Code: CMS HealthCare.gov SEP Outreach and Education Campaign

Contract: 75FCMC18D0046

Task Order: 75FCMC19F0002

Modification: P00002

ATB Date: 2/1/2021

Total Media Dollars:

Total Ad serving Dollars:

Item	Time period		Media Plan Totals
<u>Digital</u>			
Linear TV	2/15/21 - 5/15/21		
OTT	2/15/21 - 5/15/21		
Digital Display	2/15/21 - 5/15/21		
Social	2/15/21 - 5/15/21		
Search	2/15/21 - 5/15/21		
		<b>Total Media Buy</b>	
		<b>Ad serving</b>	
		<b>Grand Net Total</b>	

Centers for Medicare & Medicaid Services (Client) signature authorizes Weber Shandwick (Agency) to purchase media totaling [REDACTED] plus or minus 5 percent, on behalf of CMS under Task Order **75FCMC19F0002**. Media will be purchased in accordance with the above outline and Attachment A. With Client's consent, shifts in allocation of the spend across channels may be made without the need for a new ATB, so long as the total spend does not exceed the amount authorized in this document. Client signature also authorizes the purchase of ad serving totaling [REDACTED] plus or minus 5 percent.

Agency will negotiate and purchase media at lowest gross media costs. Client agrees that it will be solely liable to pay for any media advertising authorized by this document until the earlier of: (a) funds specifically intended to pay for such media advertising have cleared to Agency; and (b) Client rescinds this authorization in writing before any applicable cancellation dates.

This ATB does not authorize Agency to exceed the total Task Order value.

Client:	[REDACTED]	Digitally signed by
Client Signature:	[REDACTED]	Date: 2021.02.01
Date:	[REDACTED]	14:54:45 -05'00'

Weber Shandwick

Date:

Prepared by:

Phone #:

E-mail:



Special Enrollment Period 2021	HealthCare.gov												CPPs	1H'21 Est. TV GRPs	1H'21 Est. Impressions	Client Cost	% OF BUDGET					
	1H 2021																					
	JAN		FEB		MAR		APRIL		MAY		JUN											
General Market 18-54 (Uninsured)	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	1				
Primetime							1	1	1		1	1	1									
Cable							28	38	28		38	38	38		38	38	38					
Cable Sports							6	6	6		6	6	6		6	6	3					
Broadcast Sports							2.5	2.5	2.5		5	5	3		2.5	2.5	1.5					
LINEAR TV							47	43	37		47	43	37		47	47	47					
OTT							15	15	15		15	15	15		15	15	15					
PROGRAMMATIC MEDIA							38	38	38		38	38	38		38	38	38					
HIGH IMPACT DIGITAL							9	9	9		9	9	9		9	9	9					
SOCIAL							9	9	9		9	9	9		9	9	9					
SEARCH							1	1	1		1	1	1		1	1	1					
AA/Black A18-54 (Uninsured)																						
Targeting & Budget Allocation																						
LINEAR TV							7	7	7		7	7	7		7	7	7					
OTT							1	1	1		1	1	1		1	1	1					
DIGITAL PROGRAMMATIC																						
SOCIAL							4	4	4		4	4	4		4	4	4					
Adservicing							2	2	2		2	2	2		2	2	2					
<b>TOTAL</b>																<b>1,040</b>		<b>0.3%</b>				

NOTE: LINEAR/OTT BUDGETS INCLUSIVE OF SUBCONTRACTOR MEDIA BUYING AGENCY COMMISSIONS